

Hitt Rebuttal Expert Report – Exhibit 41: Apple's share of U.S. digital game transactions market (2018)

DEFENDANT A	United States District Court Northern District of California	
	Case No. 4:20-cv-05640-YGR	
	Case Title <u><i>Epic Games, Inc. v. Apple, Inc.</i></u>	
	Exhibit No. DX-4797	
	Date Entered _____	
		Susan Y. Soong, Clerk
By: _____		, Deputy Clerk

[REDACTED]

[REDACTED]

Source of market size data: ESA/NPD

4.	✓	✓		\$29.48	28.2%
5.	✓	✓	✓	\$35.80	23.3%

Source: Apple transaction data; Newzoo Report, “2018 Global Games Market Report,” 2018, APL-APPSTORE_10340221 – 82; Entertainment Software Association, “U.S. Video Game Sales Reach Record-Breaking \$43.4 Billion in 2018,” January 22, 2019, available at <https://www.thesa.com/press-releases/u-s-video-game-sales-reach-record-breaking-43-4-billion-in-2018/>, accessed on February 8, 2021; Entertainment Software Association, “2019 Essential Facts About the Computer and Video Game Industry,” available at http://www.thesa.com/wp-content/uploads/2019/05/ESA_Essential_facts_2019_final.pdf, accessed on February 8, 2021, at p. 20.

Note:

[1] Digital transactions revenue includes revenue from smartphone games, tablet games, digital browser PC games, in-game browser PC games, digital boxed/downloaded PC games, in-game boxed/downloaded PC games, digital console games, and in-game console games.

[2] Apple's share is calculated by dividing App Store game revenue in calendar year 2018 by the Market Size. Transactions where Apple is the developer are included. Revenue is total revenue from in-app purchases and initial downloads. See Appendix E for details regarding Apple transaction data processing.

[3] Bolded row represents the relevant antitrust market.